**QUESTION #1**

A reviewer in another country just described trying to use an app popular in your country as “a hellish slog.” What is most likely causing his reaction?

1. The reviewer is a sad, bitter, lonely cretin who likes to criticize things everyone else likes.
2. The reviewer is trying to enter text in his native language and keeps seeing strange boxes appear on his screen and when he calls his teenage granddaughter for help, she’s too busy with other stuff.
3. “A hellish slog” means “an unforgettably joyful experience” in the reviewer’s local dialect.
4. The reviewer is actually a troll planted by a competing local company about to release a similar app.

**ANSWER**

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| The reviewer is a sad, bitter, lonely cretin who likes to criticize things everyone else likes. | This answer is INCORRECT. While your characterization of the reviewer may be true, you cannot ignore the feedback, particularly if the reviewer has a following. Separate the tone of the review from the facts, and address the shortcomings in your software. |
| The reviewer is trying to enter text in his native language and keeps seeing strange boxes appear on his screen and when he calls his teenage granddaughter for help, she’s too busy with other stuff. | This answer is CORRECT. The reviewer finds your software unusable to the extent he seeks help. Test your software to recreate the problems the reviewer identifies, and correct them. Better yet, globalize your code from the beginning stages of your project so you will never get a review like this. |
| “A hellish slog” means “an unforgettably joyful experience” in the reviewer’s local dialect. | This answer is INCORRECT. This is simply wishful thinking. |
| The reviewer is actually a troll planted by a competing local company about to release a similar app. | This answer is INCORRECT. While your characterization of the reviewer may be true, you cannot ignore the feedback. If the reviewer does support a competitor, he is likely pointing out your competitive shortcomings, giving you an opportunity to address them. |

**QUESTION #2**

Your company is successful, but you want to make more even money. The best way to do this, you conclude, is to build software that people all over the world can use. Where should you start? [Choose 3]

1. Rent an office that will accommodate an international team and ensure creativity.
2. Ask your friends on Facebook and Twitter if your app sounds like a good idea.
3. Determine whether there is a need for the software you want to build outside your home market.
4. Investigate whether strong competition already exists in your target markets.
5. Determine whether entering each market makes financial sense.
6. Hire developers from each market you want to penetrate.

**ANSWER**

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| Rent an office that will accommodate an international team and ensure creativity. | This answer is INCORRECT. While a team with diverse international experience is always good, renting an office before you have decided on an action plan is premature and could become a waste of money. |
| Ask your friends on Facebook and Twitter if your app sounds like a good idea. | This answer is INCORRECT. First of all, it’s never a good idea to share ideas on public forums unless you have protected your Intellectual Property. And while you may think an opinion poll would be helpful, it’s unlikely your group of friends represents the target market or a random sample of the overall population. In general, asking current and potential customers if they want something does not make giving it to them a sound business decision. Customers will always want more features and benefits than you have bandwidth to deliver. |
| Determine whether there is a need for the software you want to build outside your home market. | This answer is CORRECT. It is not worth the effort of creating software that your target market does not need. |
| Investigate whether strong competition already exists in your target markets. | This answer is CORRECT. Competition represents a barrier to entry. If a strong local competitor exists in a particular market, you may want to focus on a different market. |
| Determine whether entering each market makes financial sense. | This answer is CORRECT. Even if you are creating software for social good instead of sale, you have a limited budget and need to invest it where it will have the most impact. Keep in mind that “financial sense” does not necessarily mean immediate profit. If you are selling your software, you may be able to absorb a short-term loss in exchange for long-term gain. |
| Hire developers from each market you want to penetrate. | This answer is INCORRECT. Every developer on your team should know how to globalize software. You should not need specialists. In addition, you should evaluate each market to see if targeting it even makes sense before you hire anyone. |

**QUESTION #3**

You work inside an Enterprise on a team that creates tools to support employee training. The head of your division insists that you localize your tool. Which of the following is ***not*** a good reason for doing so?

1. Training is critical for people to do their jobs, so ensuring that people who speak other languages understand the tool and the training is essential.
2. International employees are frustrated, because most of the company’s tools are in English only. It makes doing their work harder and affects their job satisfaction.
3. It’s the end of the fiscal year and you are in a “use it or lose it” situation. Spending money on localization keeps people employed, which helps the economy.
4. Training content needs to be localized, because each country’s local laws differ.

**ANSWER**

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| Training is critical for people to do their jobs, so ensuring that people who speak other languages understand the tool and the training is essential. | This answer is INCORRECT. A tool that is critical for people to do their jobs should be localized, particularly if employees’ command of your company’s default language is not strong. This will prevent misunderstandings that could lead to expensive mistakes. |
| International employees get frustrated that most of the company’s tools are in English only. It makes doing their work harder and affects their job satisfaction. | This answer is INCORRECT. Lower job satisfaction negatively impacts efficiency and productivity. |
| It’s the end of the fiscal year and you are in a “use it or lose it” situation. Spending money on localization keeps people employed, which helps the economy. | This answer is CORRECT. Even if you are in a “use it or lose it” situation, you should only localize your software if it makes business sense. While it is noble that you want to keep people employed, unless you are a government agency tasked with job creation, spending money that you do not need to spend is bad business. |
| Training content needs to be localized because each country’s local laws differ. | This answer is INCORRECT. Localization does not just mean “translation.” It also means adjusting your software to local needs. In this case, training employees on laws specific to their country reduces legal risk. |

**QUESTION #4**

Your team includes members from France, the US, Spain, and England. Together you have filled countless whiteboards brainstorming ideas for a trivia app that will make you famous because, unlike any other competitor, it has both video and music content. Since the team is multilingual, you decide that initially the app will accommodate three languages: English, French and Spanish. The best news is coding will be easy since the languages use the same alphabet. Guess what, the app is a huge success and social media indicates global demand. All you have to do is translate the questions into new languages and you are set to go.

What are you overlooking? [Choose 3]

1. Some of your trivia questions may come across as inappropriate or offensive in other countries.
2. You may not have rights to redistribute video or music content in all countries, and will have to negotiate separate content deals.
3. Your software needs to accommodate on-screen keyboards on small devices.
4. You need to use emoji’s for words that do not translate easily.
5. You need to ensure your trivia questions aren’t too specific to the countries your team members come from.

**ANSWER**

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| Some of your trivia questions may come across as inappropriate or offensive in other countries. | This answer is CORRECT. Let’s hope your trivia questions are considered universally innocuous, but you should have one or more people from each of your target markets review the questions to ensure they will not offend anyone in those markets. |
| You may not have rights to redistribute video or music content in all countries, and will have to negotiate separate content deals. | This answer is CORRECT. Check the fine print on all your legal agreements. |
| Your software needs to accommodate on-screen keyboards on small devices. | This answer is INCORRECT. Making sure your software works on multiple devices is good practice. Screen sizes vary, for example, and different countries favor different devices. In terms of international software, however, keyboard *layout* is what matters, however, not size. |
| You need to use emoji’s for words that do not translate easily. | This answer is INCORRECT. Use of graphics to help convey meaning is acceptable, even though it may be expensive to source graphics that are country- or culture-specific. Specific emoji’s, however, do not always mean the same thing across cultures. |
| You need to ensure your trivia questions aren’t too specific to the countries your team members come from. | This answer is CORRECT. It is frustrating to users when software assumes cultural knowledge they do not have. |

**QUESTION #5**

Which of the following are important market differences to accommodate when designing and developing world-ready software? [Check all that apply]

1. Different countries use different keyboard layouts.
2. Packaging should be appropriate to the size of the software.
3. Economies and average income vary widely, particularly between developed and emerging markets.
4. People in different countries may speak variations of the same language.
5. Some countries have low literacy rates, making use of graphics helpful.

**ANSWER**

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| Different countries use different keyboard layouts. | This answer is CORRECT. Even countries that speak the same language may use different keyboard layouts. |
| Packaging should be appropriate to the size of the software. | This answer is INCORRECT. Packaging is less of a consideration than it once was, given that cloud-based delivery is becoming the norm. Also, packaging has little, if anything, to do with how the software is written. |
| Economies and average income vary widely, particularly between developed and emerging markets. | This answer is INCORRECT. It describes a business consideration that’s important to pricing your software, not developing it. |
| People in different countries may speak variations of the same language. | This answer is CORRECT. This is particularly important when it comes to text you include in your software. You need to ensure your terminology is as universal as possible and avoids local vernacular. |
| Some countries have low literacy rates, making use of graphics helpful. | This answer is CORRECT. In addition, some cultures prefer more graphics and less text. Just make sure that the graphics you use are appropriate to the target country, and do not include symbols or gestures they might find offensive. |

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> > Final Assessment

How can you ensure that two Azure services are located within different physical facilities?

Deploy them to two different Availability Zones

Deploy them to two different subscriptions

[correct]: Deploy them to two different Azure regions

Deploy them into different Availability Sets

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> > Final Assessment

Which of the following Azure services or features is the closest counterpart of AWS Route 53?

User-defined routes

VNet peering

[correct]: Traffic Manager

ExpressRoute

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> > Final Assessment

Which of the following Azure services or features is the closest counterpart of AWS SnowBall?

ExpressRoute

[correct]: Import/Export Service

StorSimple

Azure Cloud Service